

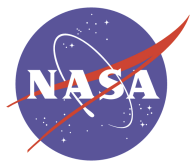
AIRS Outreach

Atmospheric Infrared Sounder

Sharon Okonek, Outreach Coordinator

Science Team Meeting February 12-14, 2002





JPL

AIRS Outreach



AIRS on Aqua

Providing New Insights into Weather and Climate

- **AIRS Outreach Products**
- **From Here to Launch - General Sequence of Events**
- **Launch - What You Need To Know Right Now**

The Atmospheric Infrared Sounder, AIRS, brings climate research and weather prediction into the 21st century. From NASA's Aqua spacecraft, the AIRS instrument measures humidity, temperature, cloud properties, and the amounts of greenhouse gases. AIRS also reveals land and sea surface temperatures.

AIRS will:



IMPROVE WEATHER FORECASTING

ESTABLISH THE CONNECTION BETWEEN SEVERE WEATHER AND CLIMATE CHANGE



DETERMINE IF THE GLOBAL WATER CYCLE IS ACCELERATING



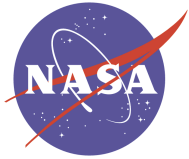
DETECT THE EFFECTS OF GREENHOUSE GASES

<http://www.jpl.nasa.gov/airs>

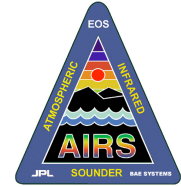
NASA

JPL





AIRS Outreach



AIRS Outreach Products

Printed Products

Animations

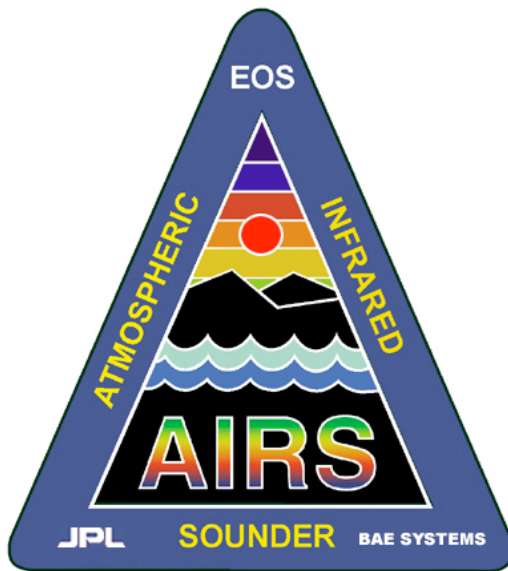
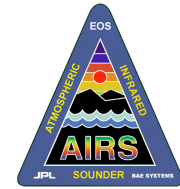
Media Products

Web Sites



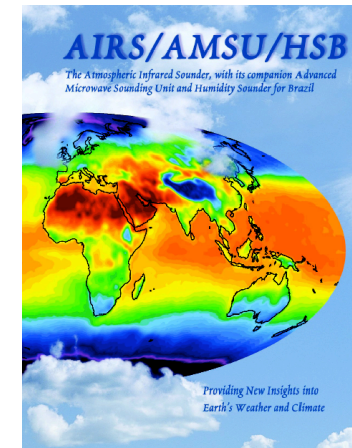
AIRS Outreach

AIRS Outreach Products



Printed Products

•AIRS Brochure

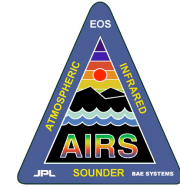


- AIRS Fact Sheet
- Distributed "lab-wide" at JPL
- Included in Launch Guest Folder

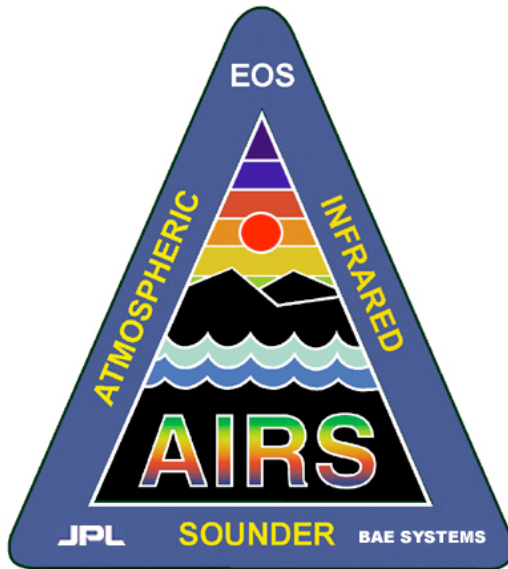




AIRS Outreach



AIRS Outreach Products



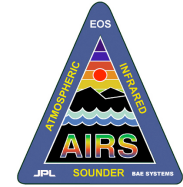
Printed Products

- **Large AIRS Displays (2 versions)**
 - NASA HQ for L-14 briefing(?), Buellton Marriot for launch
 - JPL, B180 lobby, AIRS Friends & Family Launch Event

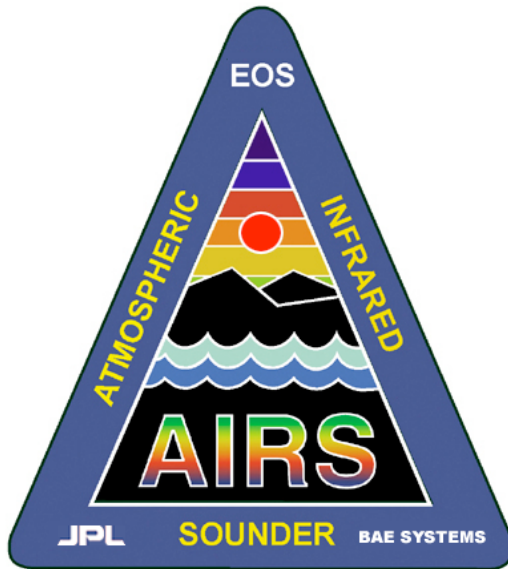




AIRS Outreach



AIRS Outreach Products



Printed Products

- **AIRS lapel pin**

Included in Launch Guest Folder

- **AIRS decal**

Included in Launch Guest Folder, distributed JPL-lab wide

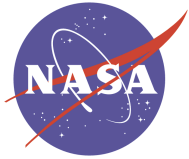
- **Poster**

Distributed at AIRS Display at the Buellton Marriott

- **Banners**

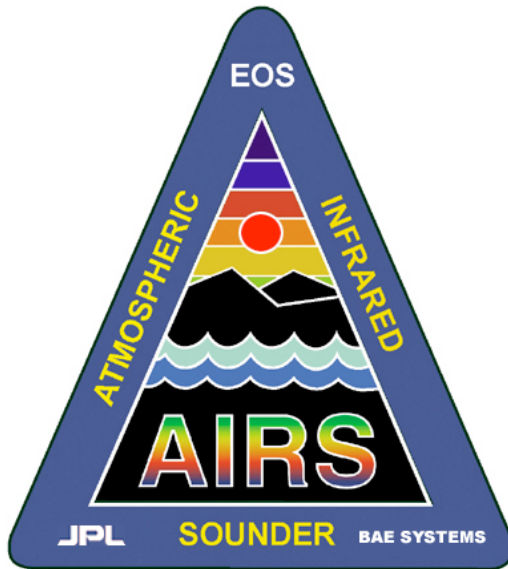
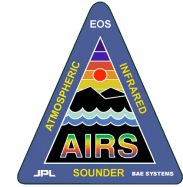
Fly at JPL Mall and at AIRS Launch Event, "Way To Go" signature banner

- **AIRS T-shirts, mugs on sale at JPL Store (ERC) on lab**



AIRS Outreach

AIRS Outreach Products



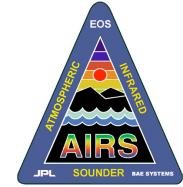
Printed Products

- **Goddard**

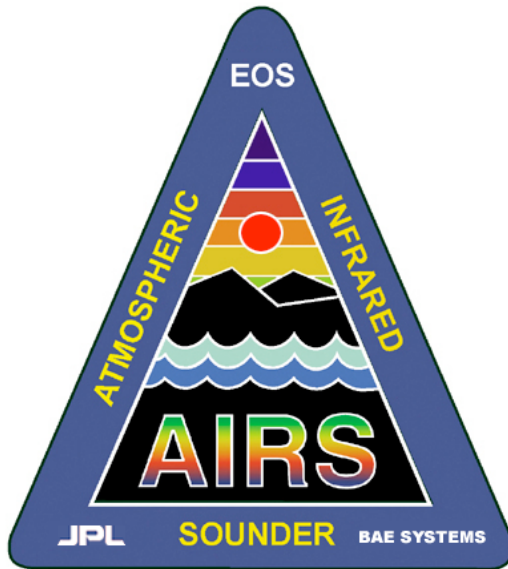
Aqua Fact Sheet Series, “Weather Forecasting Through the Ages” features AIRS



AIRS Outreach

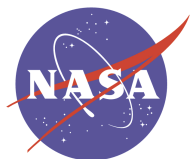


AIRS Outreach Products



Animations

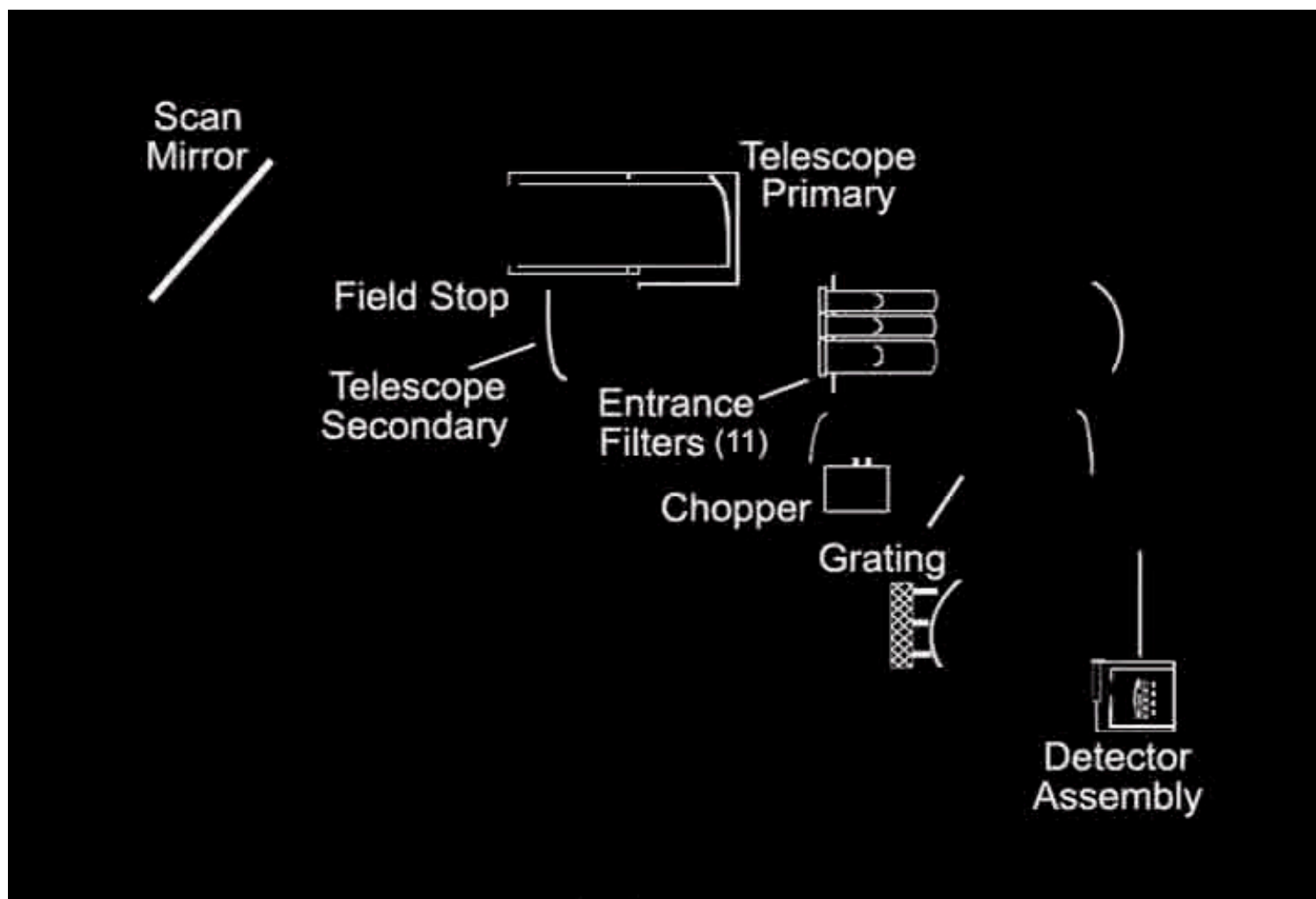
- JPL
 - Light Traveling Through AIRS*
 - Swath to Profile*
- Goddard
 - AIRS instrument cutaway (8sec, main components)*
 - temperature revealed as Aqua/AIRS sweeps Earth*
- launch animation*
- all Aqua instruments operating at once*
- PM constellation of instruments flying together*

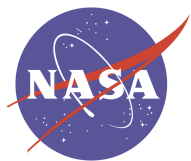


AIRS Outreach



Animation: Light Traveling Through AIRS Instrument

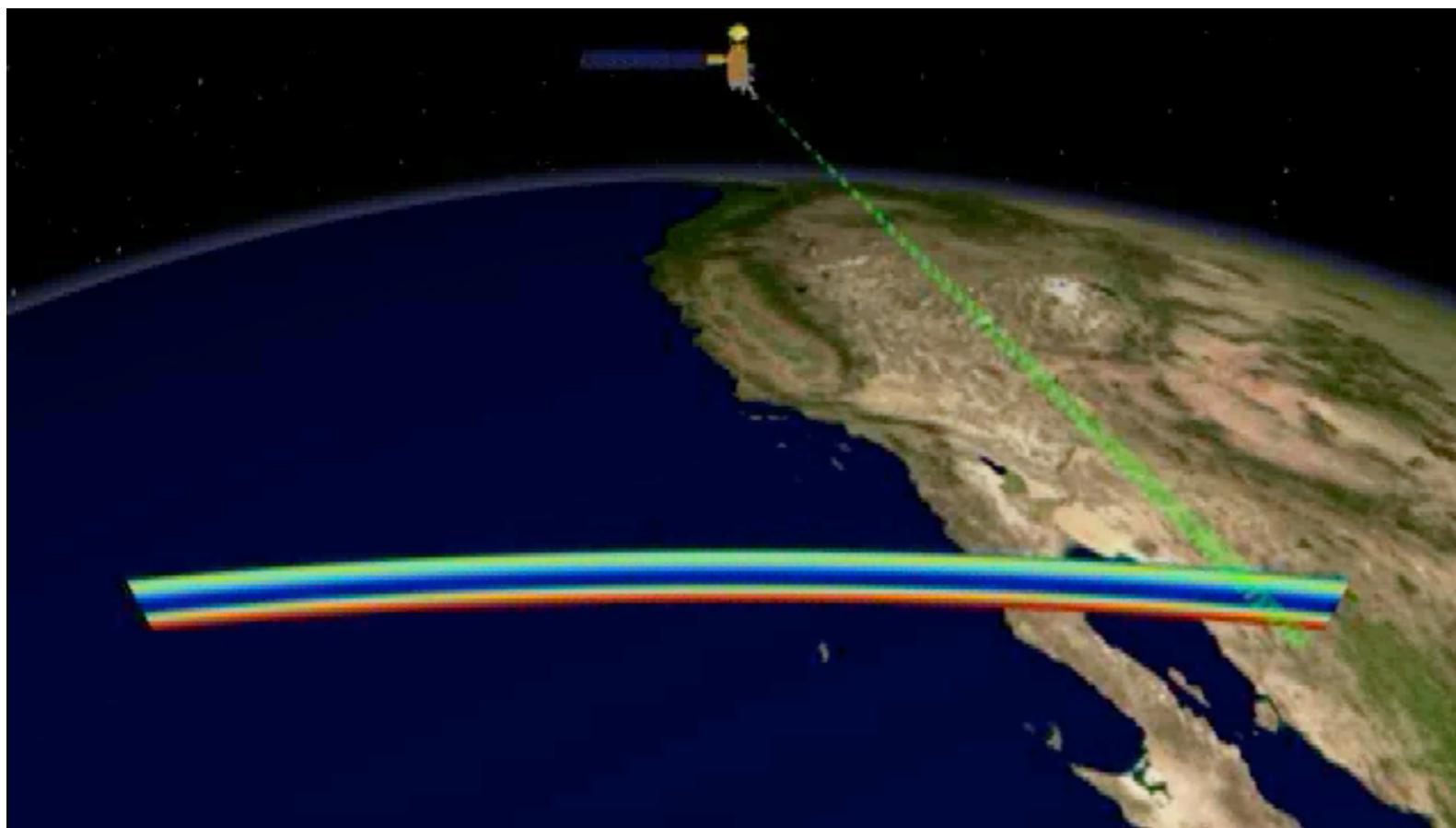


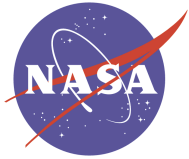


AIRS Outreach

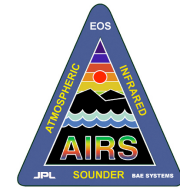


Animation: AIRS Temperature Profiles

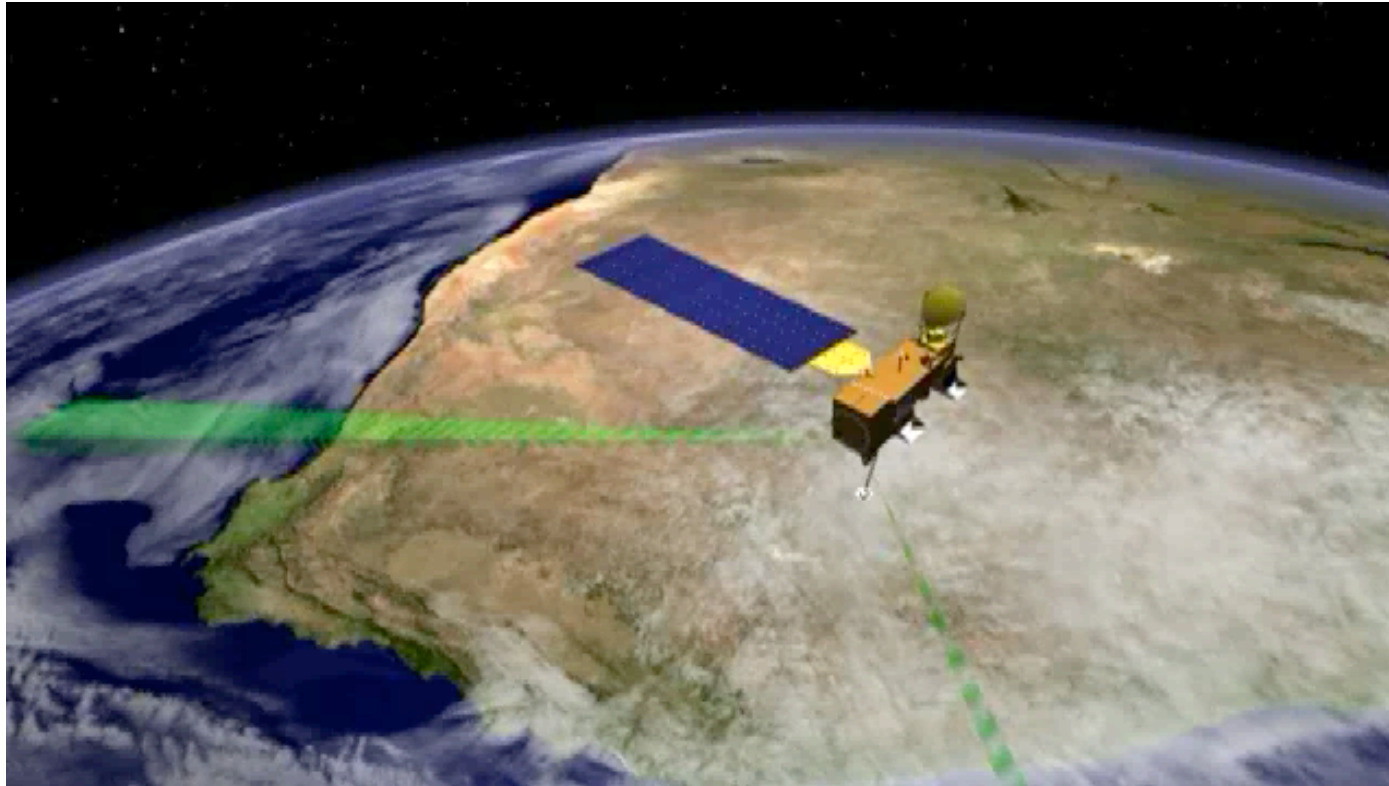




AIRS Outreach



Animation: Aqua Instruments

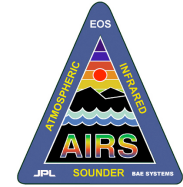


2 green beams - CERES
Trio of beams - AIRS, HSB, AMSU

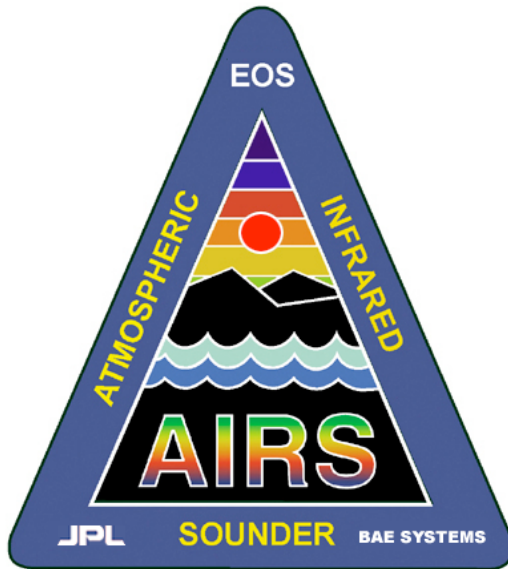
Yellow beam - AMSR-E
Purple beam - MODIS



AIRS Outreach



AIRS Outreach Products



Media & Written Products

•JPL

AIRS Videofile - animations, interviews, video of AIRS

JPL Press Releases

Article in JPL Universe

Spotlight on AIRS - JPL Web Site

•Goddard

Press Kit

Science Writers Guide

Press Releases

Mission Status Reports

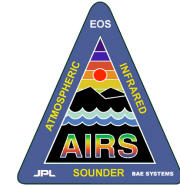
*Aqua Videofile - interviews, video of Aqua, animations,
"beauty images", shown on NASA-TV*

*Photo Opportunities for media (completed s/c at TRW,
arrival of s/c at VAFB)*

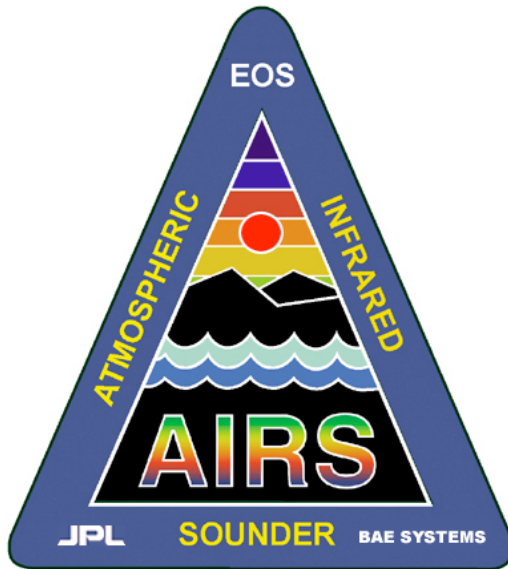
Audio News Service (L-3 thru L+1)



AIRS Outreach



AIRS Outreach Products



Web Sites

- **Aqua Web Site** <http://aqua.nasa.gov>
updated to highlight launch status, mission details, press releases, fact sheets, press kits, images and lithos
- **AIRS Public Web Site** <http://www.jpl.nasa.gov/airs>
 - Will contain launch section with AIRS press releases, links to video feeds, launch viewing information, fun things to do
 - Also sections on About AIRS, Science & Data, Images & Video, News, Education, Weather & Climate
 - Will have link to AIRS Team Web Site
- **AIRS Team Web Site** <http://airsteam.jpl.nasa.gov>
Technical information for team members. Some public information, password-protected information

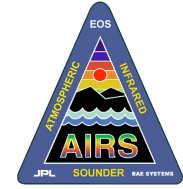


From Here to Launch - General Sequence of Events

- **Feb 20:** Arrival of s/c at VAFB
GSFC issues news releases on shipment and arrival
- **6 weeks from launch:** NASA Letter of Invitation to View Launch
- **4 weeks from launch:** Invitation to view launch at JPL - AIRS Friends & Family Event



AIRS Outreach



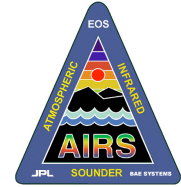
From Here to Launch - General Sequence of Events



- **L-14 days:** Pre-Launch Press Briefing at NASA HQ
project and science, NASA-TV
- **TBD:** Local pre-launch media events at VAFB
- **L-2 days:** Guest operations for invited guests begins
at the Rancho Santa Barbara Marriott Hotel
- **L-1 day:**
 - Pre-Launch Press Briefing at VAFB**
readiness of launch vehicle, weather and project, NASA-TV
 - Science Press Briefing**
news conference, focus on science with panel
 - Guest Briefing in the Buellton Marriott Ballroom**



AIRS Outreach



Launch - What You Need To Know Right Now

- **JPL Guest Operations Contact**

Kim Lievense, Manager Public Services
(818)354-0112, kim.a.lievense@jpl.nasa.gov

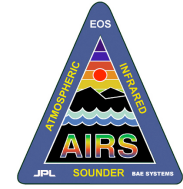
- **JPL Launch Survey**

*If you haven't received a survey, contact the
AIRS Project Office
Angela Smythe, secretary (818)354-8188*



JPL

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Launch - What You Need To Know Right Now



- **NASA Formal Invitation to Launch**

Mailed 6 weeks prior to launch

Invitation will contain:

- Guest information card*

 - registration information*

 - hours of operation*

 - guest briefing time and location*

 - launch day schedule*

 - map on back of card*

- RSVP card (respond right away)*

- Guest registration information*

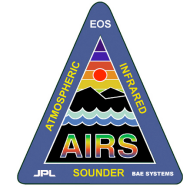
- Foreign national information*

- 24hour launch information toll-free number*



JPL

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Launch - What You Need To Know Right Now

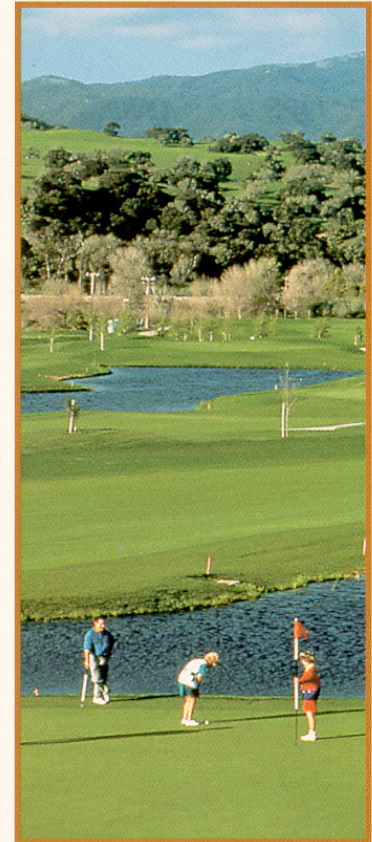


- **NASA Guest Center**

Rancho Santa Barbara Marriott, Buellton CA

- Opens 2 days before launch*
- All guests required to check in*
- Guest information packets distributed*
- Bus boarding passes provided*
- Board buses here on launch day*

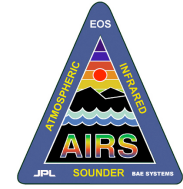
Rancho Santa Barbara Marriott, Buellton CA





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Launch - What You Need To Know Right Now



- **Launch Viewing Site**

Not announced yet

*Charter buses run from Guest Center to Viewing site. Guests **MUST** ride on bus. Cars not allowed.*

Amenities at viewing site include:

- Canned Soft Drinks*
- Snacks*
- Commentary*
- TV's*



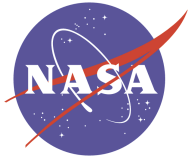
AIRS Outreach



Launch - What You Need To Know Right Now

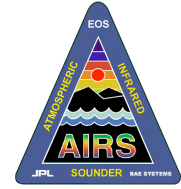


- **Guests are responsible for their own expenses including air transportation, hotel accommodations, and rental cars**



JPL

AIRS Outreach



Launch - What You Need To Know Right Now



LAUNCH

•Vandenberg AFB

- AIRS Display at the Buellton Marriott
- 20' Earth Science Enterprise Display
- Guest Folder at check-in (*fact sheets, lithos, decals, brochures; materials provided by JPL, LaRC, GSFC, NASDA, INPE, HQ, and USAF*)
- Press briefings and guest briefing
- GSFC Webcast
- KSC launch commentary live on NASA-TV
- KSC live TV coverage

•JPL

- Friends and Family Event (speakers, launch feed on big screen, food)